

CLEVERLY A BRUCE

Form 4

November 04, 2004

FORM 4**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

Check this box
if no longer
subject to
Section 16.
Form 4 or
Form 5
obligations
may continue.
See Instruction
1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
CLEVERLY A BRUCE

(Last) (First) (Middle)

PRUDENTIAL TOWER
BUILDING - 42

(Street)

BOSTON, MA 021998004

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol

GILLETTE CO [G]

3. Date of Earliest Transaction
(Month/Day/Year)

11/02/2004

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title ____ Other (specify
below) below)

President Oral Care

6. Individual or Joint/Group Filing(Check
Applicable Line)
__X__ Form filed by One Reporting Person
____ Form filed by More than One Reporting
Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock \$1 Par value	11/02/2004		M	12,000 A	\$ 20.985 12,000	D	
Common Stock \$1 Par value	11/02/2004		M	26,000 A	\$ 29.405 38,000	D	
Common Stock \$1 Par value	11/02/2004		M	31,000 A	\$ 28.26 69,000	D	
Common Stock \$1	11/02/2004		F	45,548 D	\$ 41.5 23,452	D	

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Par value								
Common								
Stock \$1	11/02/2004		S	23,452	D	\$ 42	0	D
Par value								
Common								
Stock \$1							1,740	I
Par value								By ESOP Trust
<u>(1)</u>								
Common								
Stock \$1							30,618	I
Par value								By Savings Plan Trust - 401(k)
<u>(2)</u>								
Common								
Stock \$1							353.7	I
Par value								By Spouse

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 28.26	11/02/2004		M	31,000	06/21/2002 06/20/2011	Common Stock \$1 Par value 31,000
Employee Stock Option (right to buy)	\$ 20.985	11/02/2004		M	12,000	06/15/1996 06/14/2005	Common Stock \$1 Par value 12,000
	\$ 29.405	11/02/2004		M	26,000	06/20/1997 06/19/2006	26,000

Employee
Stock
Option
(right to
buy)

Common
Stock \$1
Par value

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CLEVERLY A BRUCE PRUDENTIAL TOWER BUILDING - 42 BOSTON, MA 021998004			President Oral Care	

Signatures

/s/ Cleverly, A 11/04/2004

Signature of Date
Reporting Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Balance includes shares acquired from regular quarterly dividends converted to new shares.
- (2) Balance includes shares acquired from regular payroll contributions and quarterly dividends.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.
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